



QHotels Marketing Campaign Guide January - February 2013

Join now and get one month free...



Standard Support Material Provided

Club	Pop up Banner	Leaflets	A4 posters	External banner	A0 Referral Poster	A6 referral cards	New Year Prospect Launch Countdown and close out emails	Prospect weekly email link to snap	Monthly lapsed email link to snap	Fortnightly referral	Sales support
Park Royal	1	10,000	5	1	1	50	y	y	y	y	y
Forest	1	10,000	5	1	1	50	y	y	y	y	y
Westerwood	1	10,000	5	1	1	50	y	y	y	y	y
Ashford	1	10,000	5	1	1	50	y	y	y	y	y
Hampshire	1	10,000	5	1	1	50	y	y	y	y	y
Crewe	1	10,000	5	1	1	50	y	y	y	y	y
Cambridge	1	10,000	5	1	1	50	y	y	y	y	y
								Prospect fortnightly email		Monthly referral	
Oxford	1	2,500	3	1	1	50	y	y	y	y	
Chase	1	2,500	3	1	1	50	y	y	y	y	
Nottingham	1	2,500	3	1	1	50	y	y	y	y	
Tankersley	1	2,500	3	1	1	50	y	y	y	y	
Aldwark	1	2,500	3	1	1	50	y	y	y	y	
Telford	1	2,500	3	1	1	50	y	n	y	y	
Norton	-	500	1	-	-	-	y	n	y	y	
Helldion	-	500	1	-	-	-	y	n	y	y	
Chesford	-	500	1	-	-	-	y	n	y	y	
Midland	-	500	1	-	-	-	y	n	y	y	
Stratford	-	500	1	-	-	-	y	n	y	y	

Expected Dispatch Date: 13th December 2012

Expected Delivery Date: 14th December 2012

Campaign Brief

Following on from the leisure workshop we are launching the New Year campaign on the 27th December to target those prospects already looking for a New Years solution to their fitness needs.

Overview

Join now and get one month free. The campaign has been created to drive new members into our clubs with the external element of the campaign focusing on 'receiving one month free'.

Internally

The member will be incentivised to recruit a new member via HTML referral emails. For every member they recruit they are entitled to a free gift. You will also receive internal referral posters and data capture cards.

Promotional Material

Additional Support

Additional items are available if required and can be ordered using the enjoy! order form online.

Cost Accounting / Referral Gift Additional Costs

NB: Referral item costs are only applicable on the redemption of any referral vouchers.

Referral Support & Guidance

In addition there will also be a one page referral web site where members can insert their friend's name and contact details – this information will then be sent directly to the requested club for you to follow up by telephone or email.

Notice Boards

As well as utilising all point of sale posters, banners and wall posters you should designate at least 1 notice-board within your club to this promotional activity so your current members can sell this offering to their friends – when presenting your displays remember to link in our benefits to customer needs.

Campaign Contact Support

enjoy!

Kathryn Troilett

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e: k.troilett@enjoymarketing.co.uk

a: The White House, Wilderspool Park Greenalls Avenue,
Warrington WA4 6HL

Additional collateral can still be purchased by calling

enjoy! on 0870 742 4458

Instructions

Referral process

The A6 referral voucher must be completed prior to joining and put with the completed membership form – do not accept any post-dated items (i.e. after the new member has already joined). No voucher no referral gift. Ensure that the voucher has the referring member's name, phone number and email to make it easier to notify them when their referral has joined.

Obtaining the referral gift

See the Referral Promotion Guide for details (available on the Portal) but in short:

1. Members are permitted to refer as many members as they wish. All referrals joining through this promotion must be signed up on a 12 month contract.
2. A minimum admin/joining fee MUST be taken during this process.

New members

We have ensured that the phrase 'terms and conditions apply' appears on your marketing collateral allowing you to decide at site level which membership categories apply to the campaign promotional offers and those that don't (you must however exclude student and child memberships from your offer). For existing members to be eligible for their gift their referred guest must sign a 12 month agreement.

PLEASE NOTE – if the joining member DOESN'T pay the MINIMUM FEE and sign a 12 month agreement, the existing member DOESN'T receive the referral gift voucher.

Member get member - upsell at point of sale

All new members joining must be asked to refer a friend so they too can get a referral gift. Use the A6 vouchers at point of sale for this purpose. Remember: If you don't ask you don't get.

Member get member – club promotion

Why not set up a referral desk during Workout Wednesday (or every Wednesday!) and simply ask members outright if they would like to refer a friend to join and get a free gift. Maybe have a referral day and get the team out and about (maybe dressed in referral t-shirts) asking people in the gym, reception etc for names and emails.

ONE MONTH FREE – THE JOINING PROCESS

Any new member joining on this campaign will pay an admin/joining fee and then nothing else until their 1st direct debit due one month after joining – if the new member has come through a current member's referral then the current member will also receive a referral gift from the QHotels Referral Collection.

Targets

QHotels Targets 2013						
	Period 1 Target	Period 1 Admin Fee	Period 2 Target	Period 2 Admin Fee	Period 3 Target	Period 3 Admin Fee
Aldwark	52	700	52	700	36	500
Ashford In	47	1,200	62	1,400	46	1,000
Bridgewood	30	600	30	600	15	300
Cambridge	47	700	92	1,300	61	900
Chesford	30	200	33	200	18	100
Crewe Hall	39	500	45	500	39	500
Forest Pines	100	1,500	100	1,600	80	800
Hampshire Court	120	1,200	100	1,000	92	900
Hellidon	30	0	31	0	6	0
Midland	10	200	25	500	15	300
Norton Park	26	300	28	400	12	300
Nottingham Belfry	39	400	45	400	29	300
Oxford Belfry	50	300	40	600	29	400
Park Royal	139	2,000	133	2,200	73	1,100
Stratford Manor	15	100	15	100	10	100
Tankersley Manor	40	300	45	400	20	200
Telford	67	500	70	500	30	200
The Chase	73	1,200	56	900	40	700
Westerwood	78	1,000	90	1,800	38	600
Total	1,032	12,900	1,092	15,100	689	9,200

Collateral Examples

The Park Royal
Warrington, Cheshire



**Join today and get
one month free**

01925 730000
www.QHotelsgyms.co.uk

Offer limited to the first 50 people



Terms and conditions apply.

QHOTELS

fiia approved fiia code of practice

A4 Poster



At QHotels, we understand New Year's resolutions are easy to make, harder to implement, and even more difficult to actually follow. So that's why we're offering you the opportunity to stick to your 'Q Year's Resolution' with a fabulous ONE MONTH FREE join The Park Royal.

Furthermore, with a fully equipped fitness suite packed full of the latest gym equipment and technology, as well as a beautiful swimming pool complete with sauna and steam room, you have everything you need on hand and on site.

The Park Royal
Warrington, Cheshire



01925 730000
www.QHotelsgyms.co.uk

QHOTELS

**Join today and get
one month free**

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A5 Flyer

QHOTELS

**Re-join today and get
one month free**

The Park Royal
Warrington, Cheshire

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one month free**

The Park Royal
Warrington, Cheshire



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Terms and conditions apply.

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Lapsed & Prospect HTML

Collateral Examples

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Refer friends to join and grab yourself an iPod Nano or one of 16 other great gifts*

Refer your friends now



*Terms and conditions apply. Gift only applicable when friend joins. Some referral gifts require more than one power-friend must join on a 12 month membership.

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Referral HTML

Refer a friend to join this month and choose a great free gift.




For you to receive your free gift simply enter your friend's details and hand in to Reception and we'll contact them on your behalf. You can also give it to your friend who needs to bring it along when joining. Please note this voucher must be completed prior to your friend joining for the gift to be valid. Once they join we will send you a gift voucher to redeem against the gift of your choice.*

Your Name: Membership No.

Friend's Name: Friend's Contact Number:

Friend's Email:

*Terms and conditions apply. Gift only applicable when friend joins. Some referral gifts require more than one joiner. Friend must join on a 12 month membership.

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Referral A6 Card



Refer friends to join and grab yourself an iPod Nano or one of 16 other great gifts*

See Leisure reception for further details or refer a friend online at www.QHotelsgyms.co.uk

*Terms and conditions apply. Gift only applicable when friend joins. Some referral gifts require more than one joiner. Friend must join on a 12 month membership.

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Popup Banner

Additional Campaign Materials



Press Advert

(To be ordered separately on request)

- HTML Email
- Press Advert
- External Banner
- A5 Flyer 200gsm
- A5 Postcard 350gsm
- A6 Voucher/Pass 280 gsm
- A4 fold down self mailer 280 gsm
- DL Postcard 350gsm
- Posters (A4, A3 & A2)
- Lapsed member mailer
- Pop up Banner

Contact enjoy! today to order your additional campaign materials.